IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re original application of:

Applicant	:	Thomas J. Perkowski
Serial No.	:	09/695,744
Filing Date	:	October 24, 2000
Title of Invention	:	INTEGRATED METHOD OF AND SYSTEM FOR ENABLING MANUFACTURERS, ADVERTISERS, RETAILERS, AND PROMOTERS TO MANAGE AND DELIVER CONSUMER PRODCT RELATED INFORMATION, ADVERTISEMENTS AND PROMOTIONS TO CONSUMERS IN PHYSICAL AND ELECTRONIC SHOPPING ENVIRONMENTS
Examiner	:	not yet assigned
Group Art Unit	:	2900
Attorney Docket	:	100-046USA000

Honorable Commissioner of Patents
  and Trademarks
Washington, DC 20231

PRELIMINARY AMENDMENT

SIR:

Prior to examination of the present Application, please enter the following Amendments into the same:

AMENDMENT OF THE CLAIMS TO INVENTION:

Please cancel Claims 1-350 without prejudice or disclaimer and add Claims 351-395 as follows:

--351. An Internet-based consumer product marketing, merchandising and education/information system which enables manufacturers, their agents, retailers and their agents, and consumers to carryout product-related functions along the demand side of the retail chain, comprising:

a central UPN/TM/PD/URL RDBMS for storing a central database of UPN/TM/PD/URL links;

a first subsystem for enabling a manufacturer's marketing, brand and/or product managers to create and manage a local database of UPN/TM/PD/URL links related to the consumer products of the manufacturer being offered for sale in both physical and/or electronic marketplaces, and periodically transport said local database of UPN/TM/PD/URL links to said central UPN/TM/PD/URL RDBMS by electronic data interchange techniques, said local database of UPN/TM/PD/URL links being managed with a local UPN/TM/PD/URL RDBMS, and selected by the manufacturer's marketing, brand and/or product managers so as to create a desired brand image for each said consumer product of the manufacturer;

a second subsystem for enabling consumers to access one or more UPN/TM/PD/URL links in said central UPN/TM/PD/URL RDBMS, to request and obtain information about a